

New AMC Pacer. The first wide small car.



**We started with
an idea:
People.**



When you buy a Pacer, you get a lot more than a car. You get a trend setter. A people package. A car that was literally designed from the inside out.

A genuine alternative to conventional small cars.

A Pacer comfortably seats four adult-sized adults. (You can sit in the back seat without staring at your knees.) Even the passengers' door is wider than the driver's. So your passengers can get in and out of the back seat without getting bent out of shape.

Pacer's form follows its function. Its wide, aerodynamic design also has an isolated suspension system. So you get an incredibly solid and stable ride for such a small car. But because of Pacer's short wheelbase and rack-and-pinion steering combination, you also get a very sporty, agile ride.

Just remember one thing. When you buy any other car, all you end up with is today's car. When you get a Pacer, you get a piece of tomorrow.



Different on the outside, because it's different on the inside.

Evolutionary, not revolutionary.

Pacer's design can best be described as evolutionary, not revolutionary. It's the direction that a lot of cars are going. It's just that we got there first.

Probably the first thing you'll notice about the Pacer is all that glass area. It's there for a very important reason: Visibility.



Why a fast front makes more sense than a fastback.

A car designer would say that the Pacer has a "fast front." It does, indeed. It's designed for maximum visibility as well as aerodynamics.

A "fastback," on the other hand, looks very zoomy. Until you try to look out of it, that is. That's why we thought you'd appreciate a car that's easier to see out of, and easier to be seen in.

We've even recessed the wipers for a little more visibility, a little more aerodynamics, a little more style.



"Clearly the most innovative design of all U.S. small cars... A candidate for the world car sweepstakes."

—Motor Trend Magazine



What you can't see will make you like it even better.

When Motor Trend said Pacer was "a candidate for the world car sweepstakes," they weren't just whistlin' "Dixie." Remember, Motor Trend's editors are professionals who objectively compare and evaluate the cars of the world for a living. What impressed them most about the Pacer? Probably the fact that it's not just another "me too" car. And we say "Viva la difference" to that.

Without getting into a lot of engineering talk, let's put it this way. The Pacer is not just

another little car. It rides easy. It steers easy. It's very quiet. The secret is something called "isoblocks with an isolated front cross member." The result is a 3000-pound car that's smooth, steady, stable and solid. It's built close to the ground with a wide stance. (Stand with your legs apart. See how solid and steady you feel?) And with all this stability, you also get ease of handling. Because Pacer is only a little longer than our Gremlin. Plus, Pacer's quick, responsive rack-and-pinion steering gives it a great road feel. But it's still a smart, sensible economy car. Like we said, it's a genuine alternative. All in all, Pacer is a lot more car than you'd expect. And at a lot less money.

Small was never this wide.

By now, you've probably seen the TV commercials where we demonstrate Pacer's width by actually putting a Chevrolet

a car that's built for comfort, because we think your passengers should be as comfortable as you are.

Pacer's front tread is 61.2 inches wide. Very wide for a car this size. (Ford's Granada, by comparison, is 58.5".)

Pacer isn't just a small car. It's a wide small car.

Pacer was designed with qualities never before available in a small car. The result is a package that will solve the major needs and wants of most small car owners and ease the concerns of people considering their first small car. Because Pacer is wider outside than any other small car, it's really got a lot of big advantages going for it. Like room, ride, handling and comfort.

And while we're on the subject of comfort, Pacer's even got passenger environment control. It's a flow-through ventilation system that really works to keep the air moving... even when you're not. The benefits are constant fresh air movement, upper level ventilation, excellent heating and side window defogging. How comfortable can you get?

How much more room does the Pacer give you than the other small cars? Good question. Good answer, too. Just get in a Pacer. You'll feel the difference immediately. It's that dramatic. While you're in there, take the time to check out all the differences.

Nova and a Ford Granada inside a fiberglass replica of Pacer's body shell. While we don't recommend you try this, it makes a very strong point: Pacer isn't just a small car. It's a wide small car. A small car so wide, roomy and comfortable that some of its interior dimensions are comparable to some intermediate-sized cars. Pacer is

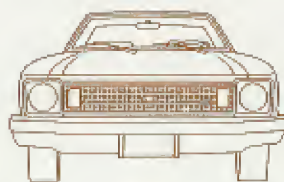
In fact, Pacer's got it all over a lot of cars in a lot of areas. Overall, Pacer is 11.6 inches wider than Vega, 7.6 inches wider than Pinto and 4.8 inches wider than Nova. When it comes to exterior width, Pacer's in a class with the bigger cars, like Chevelle, Torino, and Fury.



Granada



Duster



Nova



Vega

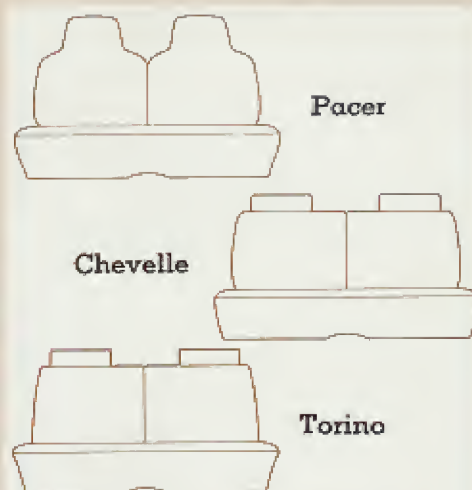


Pinto

How wide is wide?

| Exterior | AMC Pacer | Ford Granada | Plymouth Duster | Nova Hatchback | Vega Hatchback | Pinto Hatchback |
|---------------|-----------|--------------|-----------------|----------------|----------------|-----------------|
| Overall Width | 77.0 | 74.0 | 71.7 | 72.2 | 65.4 | 69.4 |
| Front Tread | 61.2 | 58.5 | 59.1 | 61.3 | 55.2 | 55.0 |
| Rear Tread | 60.2 | 57.5 | 55.6 | 59.0 | 54.1 | 55.8 |

Creature comforts: A people package designed from the inside out.



| Front Compartment | AMC Pacer | Chevelle Two- Door | Torino Two- Door |
|----------------------|--------------|--------------------------|------------------------|
| Head Room | 38.3 | 37.7 | 37.3 |
| Leg Room | 42.0 | 42.4 | 41.9 |
| Hip Room | 55.7 | 54.8 | 59.4 |

**A front seat
that compares
with Chevelle
and Torino.**

When you're inside a Pacer, the outside world looks a lot different. To start with, you can see a lot more of it. That's because Pacer's low beltline and expansive glass gives you a feeling of spaciousness and visibility that you probably thought you had to give up when you got into a small car.

Of course, Pacer's extra width and new isolated front suspension add to that big car

feel. Big coil springs ride up front, while the total suspension system acts as a noise and harshness dampener. Meanwhile, an isolated front cross member is at work isolating noise from the passenger compartment, while Pacer's wide tread gives a stable ride and combines with rack-and-pinion steering to provide responsive, accurate steering and handling.

If your second home is your car, your driver's seat should be your easy chair. Don't forget, when we designed the Pacer, we started with people. So our "peopleized" interior gives you as much front seat room as a lot of bigger cars, like Chevelle and Torino. (See chart.) Pacer's seats are all new, designed for support as well as comfort.

Plus, you get your choice of three (count 'em) three front

Compare for yourself.

| Front Compartment | AMC Pacer | Nova 2 DR. H/B | Granada 2 DR. | Duster 2 DR. CPE. | Vega H/B | Pinto H/B |
|-------------------------|--------------|-------------------|------------------|----------------------|-------------|--------------|
| Leg Room | 42.0 | 41.7 | 41.1 | 41.6 | 43.5 | 40.8 |
| Hip Room | 55.7 | 53.3 | 55.9 | 57.0 | 47.2 | 51.8 |
| Shoulder Room | 57.3 | 56.6 | 55.2 | 55.4 | 53.1 | 52.5 |
| Head Room | 38.3 | 38.5 | 38.3 | 37.2 | 37.1 | 37.3 |
| Rear Compartment | | | | | | |
| Leg Room | 34.8 | 33.4 | 34.2 | 29.8 | 26.6 | 30.4 |
| Hip Room | 45.2 | 44.8 | 52.7 | 56.6 | 42.5 | 42.0 |
| Head Room | 37.4 | 36.3 | 36.5 | 36.4 | 35.3 | 35.8 |
| Cargo Volume/Cu. Ft. | 29.6* | 28.4* | 14.6* | 19.8/35.6* | 26.5* | 29.0* |

*Cargo volume index measured with rear seat down.

seats to choose from. The standard Pacer front seats are very comfortable, very roomy cushioned bench seats. With the sporty "X" Package, you can get some very European-looking bucket seats with a choice of five vinyl colors. And in the luxurious Pacer "D/L" Package, you can choose individual reclining front seats in your choice of handsome optional "Hyde Park" decorator fabric or the tasteful "Basketry Print" standard fabric.

Get in the back seat without getting bent out of shape.



Pacer's wide design takes your passengers' feelings into consideration, too. The rear seat is very comfortable. And it's especially easy to get in and out of. (You can almost get in standing up.) Even the passengers' door is almost 4 inches wider than the driver's door. Just to make it easy on your friends.



Three different doors, for three different reasons.

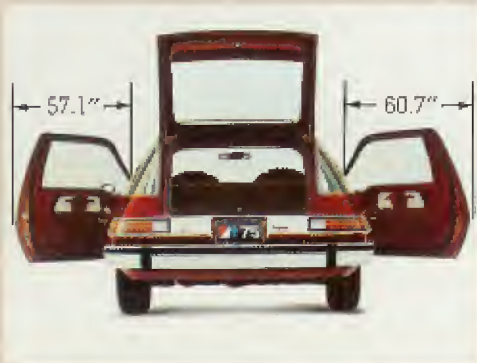
We've already talked about Pacer's extra-wide passenger door. Now we'd like to say a few words about its delivery entrance. That's the big hatch in the back that opens wide spaces when you fold down the rear seat into 29.6 cubic feet of storage room. It's almost like having a station wagon as a second car.

Last, but certainly not least, is the driver's door. It measures 57.1", as compared to the 60.7" passenger door. It helps you get into tight parking spaces and out of your car without looking like a Yoga instructor.

Now you see it, now you don't. A rear seat that converts to a floor.

Heads, it's a car, tails it's a trunk. That's the kind of versatility and convenience you get when you flip up the tail gate and flip down the rear seat of your Pacer. The foam-cushioned rear seat unlatches quickly and folds down easily to give you plenty of convenient cargo space. Plus, you can order a removable locking storage compartment to keep valuables out of sight, out of mind. There's even an optional roof rack for still more carrying room.

Pacer's unique multi-purpose design is just one of the reasons for its broad appeal. Small car economy, sports car agility, hatchback utility and a ride and comfort usually found only in bigger cars all combine to make Pacer one incredibly versatile automobile.



**You don't ride like
a Pacer,
unless you're wide
like a Pacer.**



Wide comes along for the ride.

We designed the Pacer to be wider, not longer. We engineered it to be as comfortable to drive in as it is to ride in. And we're very proud of the way we combined big car room, ride and steadiness with sports car agility and handling.

The Pacer is poised on an isolated front and rear suspension system that helps snuff out road noise. The engine is cushioned on a rugged, isolated cross member for smooth, quiet performance.

Many European sports cars use rack-and-pinion steering for precise handling. So

does the Pacer. It's the rack-and-pinion steering setup that helps give Pacer its precise control and its sharp response. (Easy maneuvering, easy parking.) The wide front and rear tread (61.2 and 60.2, respectively) give Pacer all its stability. And here's the real beauty part: It's all on a fast-acting 100-inch wheelbase,



Don't just sit there, drive something.

Because Pacer is the first wide small car, it's also the first small wide car. One quick test drive will soon convince you of the advantages of both. Pacer's wider track (Wider front and rear than a Ford Granada) combines with its isolated front and rear suspension system to give you a uniquely stable, smooth, quiet big car ride. Not only that, the wide stance combined with the rack-and-pinion steering give the Pacer the sports car handling characteristics of flat cornering and quick steering response. The result is a 3,000-pound small car with a strong, rugged and solid feel. But, like we say, there's still only one way to believe it—drive it.



More like a cockpit than a dashboard.

Let's face it. You spend a lot of time behind the wheel every year. So you may as well make the most of it. That's why we designed Pacer's instrument panel to give you a comfortable cockpit feel. All controls are right at your fingertips, with a recessed passenger side for more leg room. And you can't help but notice the great feeling of space that surrounds you. For one thing, it's a lot easier to see. You have virtually 360° visibility. For another thing, it's easier to be seen.



Room. With a view.

In the beginning, the original concept of the Pacer was to create a comfortable people package. A car that combined big car ride and roominess with sports car agility and hatchback utility. And we feel we've succeeded very well, thank you.

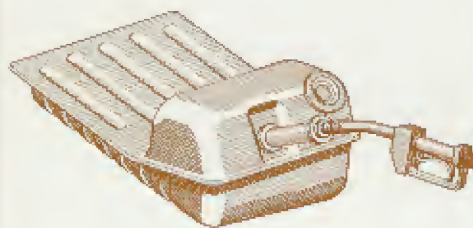
What we've also done is to create a unique, functional car with a very low beltline and lots of glass for great visibility. The short, sloping hood and the short front also help to let you see more of the outside world. It all makes it a lot easier for you to park, maneuver and enjoy.

But more glass also means more safety. And Pacer's "Superglass" is designed with wide center pillars and small front and rear pillars.

More competitive comparisons: The Pacer's got more all-over interior room than a Maverick. Pacer also has more front seat head room and hip room, and more rear seat leg room than the Monte Carlo. Fact is, Pacer simply gives you the kind of comfort other small cars just can't compare with. The hip room, the shoulder room, the head room, the leg room. They all add up to a total, comfortable feeling of

roominess that was never before available in a small car. Not until now, that is.

A small engine and a big gas tank.



Pacer is powered by AMC's proven 232-cubic-inch 6-cylinder engine. The result is an outstanding balance of fuel economy and performance. Another Pacer plus: It's equipped with a 22-gallon gas tank. (A lot bigger than most small cars.) The result of the small engine, big gas tank combination is that it gives you a long-distance driving range that eliminates the need for a lot of aggravating fuel stops. You go further, but you stop less.

Twenty years of economy cars taught us a lot.

We've been in the economy car business for a long time now. And we've been building in operating economy and reliability right along. That's why you'll find the Pacer is as economical to own and operate as it is to buy. (You can even order Overdrive on your Pacer. It really makes the most of a gallon of gas.) It all boils down to more car for your hard-earned buck. That hasn't always been important to everybody. But we're glad we were early instead of late.

What we've come up with in the Pacer is an entirely new car which continues AMC's philosophy of difference. Right from the beginning, it was designed to meet the changing automotive needs of most Americans.

The result is a functional vehicle which combines the interior room and comfort of a mid-sized car with the exterior dimension of a subcompact. Pacer's unique shape is aerodynamically smooth, resulting in less wind resistance, more fuel economy, excellent stability and low interior noise. No doubt about it. Pacer is quite a car. In fact, it's probably the first car like it you've ever seen. But it won't be the last.



A wide range of options, plus wide, wide coverage.

Pacer Popular Options

- Automatic Transmission • Power Steering • Power or Manual Front Disc Brakes • Overdrive • Twin-Grip Differential • All-Season Air Conditioning System—Tinted Glass Required (258 engine recommended)
- Electric Rear Window Defroster
- Rear Window Washer and Wiper Package • AM Radio or AM/FM Stereo Radio • Entertainment Center (AM/FM Stereo Radio with 8-Track Stereo Tape Player) • Cruise Command Speed Control (With Automatic Transmission) • Adjust-O-Tilt Steering Wheel • Visibility Group • Light Group • Protection Group • Deluxe Wiper System • Roof Rack • Vinyl Roof • Two-Tone Paint • Sports and Leather-Wrapped Steering Wheels • Styled Wheels and Wheel Discs • Handling Package • Radial-Ply Tires



Pacer D/L: The Plusher Pacer



Pacer X: The Racier Pacer

Read all about all the Pacer extras in the Pacer Options Guide.

AMC's exclusive Buyer Protection Plan.™

1st YEAR—FREE.

The following parts and services are covered against factory defects or failure due to wear for 12 months or 12,000 miles.**

| PARTS FIXED OR REPLACED FREE | | | | |
|------------------------------|-----|-----|------|----------|
| | AMC | GM | FORD | CHRYSLER |
| Engine/Drive train | YES | YES | YES | YES |
| Spark plugs | YES | NO | NO | NO |
| Shock absorbers | YES | NO | NO | YES |
| Brake linings | YES | NO | NO | YES |
| Clutch linings | YES | NO | NO | YES |
| Wiper blades | YES | NO | NO | NO |
| Light bulbs | YES | NO | NO | NO |
| Hoses & Belts | YES | YES | NO | NO |
| SERVICES PROVIDED FREE | | | | |
| Wheel alignment | YES | NO | NO | NO |
| Wheel balancing | YES | NO | NO | NO |
| Adjust headlights | YES | NO | NO | NO |
| Adjust carburetor | YES | NO | NO | NO |
| Adjust distributor | YES | NO | NO | NO |
| Adjust brakes | YES | NO | NO | NO |
| Adjust clutch | YES | NO | NO | NO |
| Adjust transmission bands | YES | NO | NO | NO |
| Adjust & tighten nuts | YES | NO | NO | NO |
| Tighten nuts & bolts | YES | NO | NO | NO |
| Free loaner car | YES | NO | NO | YES |
| Trip Interruption Protection | YES | NO | NO | NO |

*Manufacturer's Suggested Retail Price.

**Car must be maintained according to the prescribed factory maintenance schedule.

2nd YEAR—\$99.*

The following parts and services are covered against factory defects or failure due to wear for an additional 12 months or 12,000 miles.**

| PARTS FIXED OR REPLACED FREE | | | | |
|------------------------------|-----|----|------|----------|
| | AMC | GM | FORD | CHRYSLER |
| Engine/Drive train | YES | NO | NO | NO |
| Spark plugs | YES | NO | NO | NO |
| Shock absorbers | YES | NO | NO | NO |
| Brake linings | YES | NO | NO | NO |
| Clutch linings | YES | NO | NO | NO |
| Wiper blades | YES | NO | NO | NO |
| Light bulbs | YES | NO | NO | NO |
| Hoses & Belts | YES | NO | NO | NO |
| SERVICES PROVIDED FREE | | | | |
| Wheel alignment | YES | NO | NO | NO |
| Wheel balancing | YES | NO | NO | NO |
| Adjust headlights | YES | NO | NO | NO |
| Adjust carburetor | YES | NO | NO | NO |
| Adjust distributor | YES | NO | NO | NO |
| Adjust brakes | YES | NO | NO | NO |
| Adjust clutch | YES | NO | NO | NO |
| Adjust transmission bands | YES | NO | NO | NO |
| Adjust & tighten nuts | YES | NO | NO | NO |
| Tighten nuts & bolts | YES | NO | NO | NO |
| Free loaner car | YES | NO | NO | NO |
| Trip Interruption Protection | YES | NO | NO | NO |

*Chester coverage is 12 months, unlimited mileage. Special warranties apply to electrical systems on 440 cu. in. and up.

Everything a small car never was.



AMC  **Pacer**

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. American Motors Corporation reserves the right to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models.

©February, 1975 American Motors Corporation. All rights reserved.

Litho in U.S.A.